

REGISTRATION FORM FOR 2010 SUMMIT

PLEASE REGISTER ME FOR THE SUMMIT EVENTS BELOW:

- ☐ \$100 to attend April 29 and April 30, *lunches and refreshments included (\$150 on-site registration fee)*
☐ \$75 for April 29 only, *lunch included (\$100 on-site registration fee)* ☐ \$35 for April 30 only, *awards lunch included (\$60 on-site registration fee)*

☐ *Special dietary needs* ☐ *vegetarian* ☐ *diabetic* ☐ *other* _____

Name _____ Organization _____

(print)

Address _____ City/State/Zip _____

Phone _____ Fax _____ E-mail _____

(Email address will be used for registration confirmation only.)

Please make your check payable to Volunteer Directions-Summit. Send this form and your check to Little Rock Convention & Visitors Bureau,
c/o Volunteer Directions - Summit 2010 • P.O. Box 207 • Little Rock, AR 72203 • 501-376-4781 • 800-844-4781 • FAX 501-376-4143.

To register with a credit card online, go to www.arcf.org or www.arkansas.gov/dhs/adov and click "Online Registration for SUMMIT 2010". Registration fees will be accepted postmarked or online through April 20. Registrations after April 20 will be payable at the conference for additional fees as shown above.

Call Cecilia Patterson at 501-372-1116 or e-mail Arthurine.A.Harrison@arkansas.gov for more information.

Summit Conference Highlights

This exciting conference is presented by the Arkansas Community Foundation and the Division of Volunteerism of the Arkansas Department of Human Services. Attendees will profit from the opportunity to hear recognized experts present tools of the trade to educate and inspire nonprofit leaders. Guest presenters and speakers have been carefully selected to bring important and relevant skills you can put into action immediately.



Thomas W. McKee

Keynote Speaker Profile

Speaker, community leader and author, *Tom McKee* brings more than 40 years of experience as an active volunteer and volunteer manager to this year's SUMMIT.

Tom began his speaking career with one of the most difficult audiences: high school student assemblies. Since those days, he has addressed over ½ million people on three continents: Africa, Europe and North America. Tom is a keynoter, trainer and consultant with a wide range of national organizations, including DOVIA (Directors of Volunteers in Agencies), AmeriCorps VISTA, National Audubon Society, Ducks Unlimited, National Wild Turkey Federation, CHADD (Children and Adults with Attention Deficit/Hyperactivity Disorder), BMW Auto Club, SAP (Systems Applications and Products) Users Group, California Department of Finance and California Department of Fish and Game.

Tom is the owner of Volunteer Power, a leadership development firm specializing in volunteerism. During his career, he has trained more than 100,000 leaders in the art of managing the chaos of change within an organization. His book titles include ***They Don't Play my Music Anymore*** - *How to Plan Your Future when Your World Keeps Changing* and ***How to Make the Team Work*** - *A Leadership Training Manual for New Managers*. His newest book, written with his son Jonathan, is ***The New Breed: Understanding and Equipping the 21st Century Volunteer***.

Tom invites you to learn more about him, his company and his work at his website: www.volunteerpower.com

CONFERENCE PARTNERS

Arkansas Coalition for Excellence (ACE)

DOV's Arkansas Service Commission

SPECIAL THANKS

Arkansas Volunteer Coordinators Association

Northwest Arkansas Chapter (NWAVCA)

Cooper Design, LLC

Little Rock Convention & Visitors Bureau
P.O. Box 207
Little Rock, AR 72203

2010 THE SUMMIT

*Where Volunteer, Philanthropy
and Nonprofit Leaders Meet*

35th State Conference

Thursday and Friday
April 29 and April 30, 2010

HOLIDAY INN AND
CONVENTION CENTER
OF
NORTHWEST ARKANSAS
SPRINGDALE

Sponsored by



and the



**Arkansas Department of
Human Services
Division of Volunteerism**

AGENDA

THURSDAY, APRIL 29, 2010

9:00 REGISTRATION & REFRESHMENTS

9:45 OPENING SESSION

Arkansas Department of Human Services
Division of Volunteerism, *Sberry Middleton*

Arkansas Community Foundation, *Cecilia Patterson*

10:30 - 11:45 CONCURRENT SESSIONS I

12:00-1:15 LUNCH

Keynote Address, *Thomas W. McKee*

“The New Breed of Volunteer: Keeping the Passion Alive”

Volunteerism is hot. From American Idol and President Obama to Intel and Wells Fargo, giving back is the rage! How do we take advantage of this trend? How do we find quality volunteers? How do we help people keep their commitments? How do we manage volunteers in these high stress days?

Hear Tom’s answers to these questions in his fast-paced and motivating
“Volunteer Power: Managing the Passion Keynote Address”

1:30-2:45 CONCURRENT SESSIONS II

3:00-4:15 CONCURRENT SESSIONS III

5:00-7:00 NETWORKING/HOLIDAY INN ATRIUM
DINNER ON YOUR OWN

FRIDAY, APRIL 30, 2010

7:30 REGISTRATION & REFRESHMENTS

8:00-9:00 INDIVIDUAL MEETINGS FOR CONSTITUENT ORGANIZATIONS

9:15-10:30 CONCURRENT SESSIONS IV

10:45-12:00 CONCURRENT SESSIONS V

12:00-1:30 AWARDS LUNCHEON

Hosted by ARKANSAS VOLUNTEER COORDINATORS ASSOCIATION

Remarks by *Dick Trammel*, Community Leader and Volunteer

Presentation of Billie Ann Myers Paragon Award

Presentation of AVCA Awards

HOLIDAY INN & CONVENTION CENTER OF NORTHWEST ARKANSAS

1500 South 48th Street, Springdale, AR 72762

Hotel Front Desk: 479.751.8300 • Hotel Fax: 479.872.8300

Email: holidayinnmwa@jqb.com • www.holidayinmspringdale.com

Group name: 2010 Summit

Reservations are \$89.00 + 12.75% tax per room per night

State Rates (with employee ID): \$70.00 + 12.75% per room per night

THURSDAY

Concurrent Sessions I 10:30-11:45

HOW WE GET THERE FROM HERE...NONPROFIT DEVELOPMENT FROM THE BEGINNING

Rodney O. Parks, Director of Development, Philander Smith College, and Founder of the Parks Professional Group, is committed to helping organizations maximize their service commitments to their clients and their communities. He will help you understand how important your nonprofit’s mission and message are to your community’s economic development.

KEEPING A POSITIVE ATTITUDE WHILE WORKING WITH DIFFICULT PEOPLE

Charles Saulsbery, Director of Chaplaincy Services and Pastoral Relations at Peachtree Hospice in Fort Smith, presents an inspiring 12-step plan to keep you positively sane while working with negative and difficult people.

GRANTSEEKING BASICS: HOW TO FIND AND APPLY FOR GRANT FUNDING

Cheryl Kester, owner of Thomas-Forbes & Kester, LLC, a grants consulting firm based in Fayetteville, helps agency directors and development officers frame their organization’s message, mission and vision as they approach both proposal development and research into various avenues of grant funding.

BUILDING THE MOST INCREDIBLE BOARD OF DIRECTORS EVER!

Susan Foley, Fayetteville Public Library Director of Development, has more than 25 years of service on Boards of Directors; she shares her experiences and strategies to help you recruit, train and retain board members who will strengthen and inspire your organization.

Concurrent Sessions II 1:30-2:45

**LEGAL ISSUES IMPACTING YOUR ORGANIZATION: AN
OVERVIEW** *Part One, geared toward new and emerging organizations*
Will Foster is an attorney in the Fayetteville office of Friday, Eldredge & Clark, LLP and adjunct instructor at the UofA School of Law. Both his practice and his teaching focus on legal and tax issues affecting nonprofit organizations. Today he offers a blueprint of what every leader must know in this vital area of management.

PREPARING FOR SUCCESSFUL CAPITAL CAMPAIGNS

Bill Mitchell, President of MITCHELLworks and Senior Consultant for North Group Inc., a planning and fundraising firm based in New York, provides personalized service to nonprofits throughout the US in fundraising feasibility and strategic planning. This workshop will help you understand how to develop customized plans, based on solid strategies and proven planning benchmarks, to reach your campaign goals.

THE POWER OF WORDS

Holland Hayden, Director of Marketing and Public Relations at Youth Bridge, knows that choosing the right words for a presentation, an email or even a conversation can be a challenge because you realize that those who hear or read your message make instantaneous judgments. Learn how to impeccably choose your words and the tones they imply while you discover that what you don’t say also sends a clear message.

IS STARTING A 501(C)(3) NONPROFIT RIGHT FOR ME?

Delora Butler, Accountant and Fiscal Monitor at the DHS Division of Volunteerism, helps you answer this question with a clear presentation of the upsides and downsides of becoming an IRS Tax-Exempt Organization. What are some considerations before seeking tax-exempt status? If it’s right for your organization, what forms will you need to file? How do risk management and governance fit into the picture? So many questions — so little time!

Concurrent Sessions III 3:00 - 4:15

SIX STRATEGIES FOR RECRUITING AND MANAGING A WHOLE NEW BREED OF VOLUNTEER

A SPECIAL “SUPERSESSION”

PRESENTED BY TODAY’S KEYNOTER THOMAS MCKEE

Tom continues his discussion of a 21st century volunteer leadership strategy with sections on

- ***The Volunteer Leader** — mobilizing the unlimited power and passion of the volunteer team*
- ***The Volunteer Recruiter** — understanding why people volunteer and avoiding the “Seven Deadly Sins” of recruiting volunteers*
- ***The Volunteer Manager** — retaining, evaluating, and working the new frontiers of prospects: the Millennial Generation (aka Gen Y) and retiring Boomers*

FRIDAY

Concurrent Sessions IV 9:15-10:30

FUNDAMENTALS OF FINANCIAL MANAGEMENT FOR ALL NONPROFITS

Jacob Wells, Audit Senior Manager, and David Mosley, Audit Partner of JPMS Cox, PLLC, present information about internal controls, tax filing requirements, budgeting, financial statement preparation, audit requirements and auditor selection as well as board, management and staff responsibilities. Must know information for all NPO’s.

WHO, WHAT, WHEN, WHERE AND WHY OF EVENT PLANNING

Kristine Puckett, presents a comprehensive roundup of tools and skills necessary for organizing a successful event. She shares the practical advice you need to take your upcoming conference or gala to the next level and create a lasting positive impression for your organization.

NETWORKING WORKS: DEVELOPING COMMUNITY SUPPORT

Duane Dutka, DHS County Administrator for Clay County, serves by appointment on the Governor’s Advisory Council on Volunteerism. In this workshop, he helps you create a development and implementation plan to garner community support for your organization.

GETTING STARTED IN SOCIAL MEDIA: Who Has Time for This Mess?

Michael Clark, Chief Operations Officer, Mitchell Communications Group, takes you into the digital network world of Twitter, Facebook, blogging and more, helping you look into the basics of listening online, understanding online behavior and engaging your stakeholders as well as your target audiences. He will share steps to help you manage your work time efficiently while still actively participating in social media space on behalf of your nonprofit organization.

Concurrent Sessions V 10:45-12:00

FUNDRAISING SURVIVAL KIT FOR A BAD ECONOMY

Allison Walden, Development and Events Director, Broken Arrow (OK) Performing Arts Center, presents back-to-basics fundraising and development techniques plus common sense business strategies to help your nonprofit not just survive, but thrive in this era of economic uncertainty.

LEGAL ISSUES IMPACTING YOUR ORGANIZATION:

EMPLOYMENT LAW *Part Two, geared toward maturing organizations*
Dan Herrington is a partner in the Labor and Employment Litigation Section of the prestigious Friday, Eldredge & Clark firm. In this session, Dan helps you understand current employment law, its impact on your organization and the vital importance of compliance issues.

MARKETING YOUR NONPROFIT

Susan Neyman, Director of Washington Regional Medical Center’s Cancer Support Home, advocates that marketing planning be a key component of your nonprofit’s strategic plan. This session covers foundational marketing concepts to help you learn to communicate your message to the public through effective print messages, direct mail and media. A must for increasing awareness, gaining volunteers and promoting your development efforts.

NOTHING CAN STOP THEM NOW!....ENGAGING SENIOR VOLUNTEERS

Mary Bea Gross, Executive Director of DOV’s Arkansas Service Commission, moderates a panel of experts as they discuss strategies and techniques for attracting this “new” generation of volunteers. Call them by many names — Baby Boomers, Over 55 Generation, Silver-Haired Seniors — they are our fastest growing pool of prospective volunteers!